POWERED BY
DAMERNAS
VÄRLD

DV MODE

It's all about fashion! Premium ready-to-wear, haute couture, the season's it-accessories, the biggest trends in fashion and beauty, style icons and the people who influence the way we dress – DV Mode is the go-to magazine for curated highlights of all the best of today's fashion and beauty. Welcome to the 2017 autumn issue of DV Mode!

The very first issue of DV Mode, the biannual sister of Sweden's biggest fashion and lifestyle magazine, Damernas Värld, hit the newsstands in August 2004. In the past years the readership has risen with over 50 percent, making DV Mode a uniquely strong player among Sweden's premium magazines, hence proving that Swedish women love fashion, and want to read about it – and we love to inspire them.

DV Mode focuses exclusively on the world of fashion and beauty. The aim is to inspire the reader to embrace a daring and fun approach to clothes and styling by highlighting the season's best collections and details, as well as portraying the familiar and new faces who make the biggest mark on the fashion industry today – and in the future. Our fashion editorials are known for their unique point of view, and are produced by the most inspired stylists and talented photographers. A distinguished, knowledgeable and always curious editorial staff produces the magazine, one and all with a true passion for the subject at matter. The readership consist primarily of women with a disposable income and a huge love of fashion and beauty, who want to be up to date with the latest trends and news from the industry.

In the new issue of DV Mode, available in stores on September 12th, we highlight this season's most influential trends, imaginative styling, luxurious accessories, stand out beauty and the most exciting collections from the international runways. We also put an extra bright spotlight on inspiring women who are making it big in the fashion industry.

A selection of what to look forward to in the DV Mode 2017 autumn issue:

- **Highlights from the international runways**
- **Hair and makeup trends + the best jewelry**
- **The seasons most wanted fashion buys**
- **Accessories to put you right on trend**

In stores September 12th!